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Ashcraft

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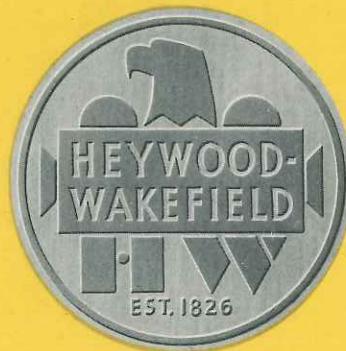
HEYWOOD-
WAKEFIELD

EST. 1826

1948

Furniture for Year 'round use

Note how national advertising for Ashcraft stresses its all-round usefulness. And note the effective impact of full-page space in *American Home* and *Better Homes & Gardens*, together with half pages in *Woman's Home Companion* and *Sunset Magazine*.



Ashcraft

by

IDEAL FOR: LIVING ROOM • CASUAL ENTERTAINING • BRIDGE • GAME ROOM

the post-war furniture with a new idea of usefulness

Ashcraft brings a new idea of all-round usefulness to leisure-time furniture. It has the invitingly cool look you want for summer use on porch, patio or covered terrace. With Fall, it takes a smart turn for indoor service — becomes the focal point for Winter enjoyment in recreation or game room and dozens of spots around the house!

Ashcraft is as sturdy as it is good looking. It is made of selected American hardwoods by one of America's foremost furniture manufacturers, and fashioned with the skill that comes from more than a century of fine furniture-making.

Better furniture and department stores are featuring Ashcraft now—in a variety of settings that will open your eyes to how usefully versatile "leisure-time" furniture can be. Plan to see the smart new Ashcraft furniture soon!

Post-War Furniture with a Quality Story

Let's get this straight right from the start. Ashcraft furniture is a post-war product with a five-year background of growing acceptance. It has *proved* its salability in stores, *proved* its real worth in homes from coast to coast. It is so good-looking, so versatile, so thoroughly at home indoors as well as out that it has been enthusiastically received by housewives and decorators alike.

Here are some of the exclusive quality features that make Ashcraft so satisfactory both to use and to sell—

Selected Ash Wood

Good, dependable ash is used predominantly in Ashcraft furniture. It is all carefully selected stock, kiln dried to our own specifications. It is durable itself. It has many construction advantages over less close-grained, sturdy woods. For instance, it takes and *holds* screws, making vital joints more permanently *trouble-* and squeak-proof. It's a natural for the permanently *tight* compressed



tenon joining used on other Heywood-Wakefield quality furniture. When steam-bent the way Heywood-Wakefield craftsmen do it, it holds its shape without question.

Processing Skill and Equipment

Steam-bending has long been a traditional skill at Heywood-Wakefield. Probably no other plant in the country has such a variety of efficient steam-bending equipment—or craftsmen with richer experience in the special skills that make steam-bending more of an art than a production-line process.

Compressed Tenons Hold for Life

The special Valiton compressed tenon process has long been standard at Heywood-Wakefield. It is used generously throughout Ashcraft furniture—wherever joints must stay tight in spite of stress and strain. You'll find it in the joining of Ashcraft table tops to legs and other places which used to be trouble-spots for ordinary glued joints.

Good Fabrics— Good Craftsmanship

With better fabrics becoming more available in better selection, the upholstery of Ashcraft pieces keeps pace as a matter of course. And every step in the upholstering process—mountings, selection of spring stock (we produce and temper our own to our special specifications) tailoring and covering—is handled with the same craftsmanship that goes into our Old Colony and Modern furniture.

"Stocking-Saver" Construction

Customers are quick to enthuse over the glassy-hard, smooth finish on Ashcraft. They are quick to

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see the extra advantage of the *smooth* hardwood frames over old-fashioned tacked-on reed strips. They like the common-sense as well as the decorator's look of the wide, strong fibre bindings that simply *don't* unravel!

And don't overlook the decorative Vinyl plastic binding on cushions and seats! It's lastingly flexible, permanently white—as durable as it is decorative!

Improved Designs— Well-Rounded Line

The 1948 Ashcraft gives you an expanded line of pieces that cover a wider range of needs than ever. It is more flexible, more adaptable to all-round use. And, as you go through this catalogue, you'll see many instances (like the R 802 C and 63) where Heywood-Wakefield design skill gives improved appearance as well as greater comfort and strength.



R 805

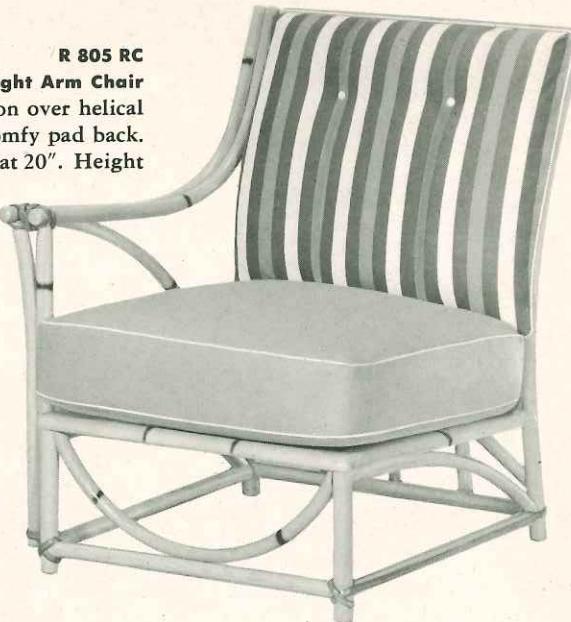
Single Filler

Reversible, spring filled cushion over helical spring platform. Buttoned, comfy pad back. Width of seat 22". Depth of seat 20". Height of back 18". Overall height 31". Yardage required: 3 yards of 36" material, or, 1 $\frac{3}{4}$ yards of 50" material. Net weight 24 lbs. Shipping weight (wrapped) 29 lbs.

R 805 RC

Right Arm Chair

Reversible, spring filled cushion over helical spring platform. Buttoned, comfy pad back. Width of seat 22". Depth of seat 20". Height of back 18". Overall height 31". Yardage required: 3 yards of 36" material, or, 1 $\frac{3}{4}$ yards of 50" material. Net weight 26 lbs. Shipping weight (wrapped) 31 lbs.

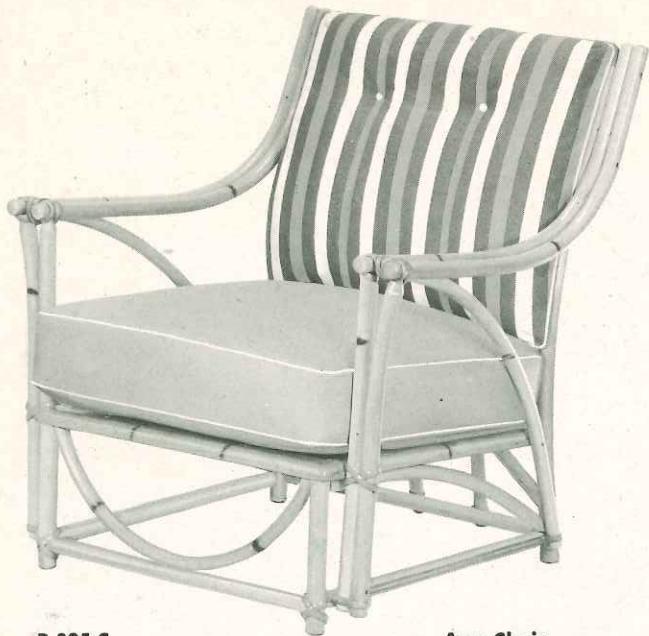


R 806

Double Filler

Reversible, spring filled cushions over helical spring platform. Buttoned, comfy pad backs. Width of seat 44". Depth of seat 20". Height of back 18". Overall height 31". Yardage required: 6 yards of 36" material, or, 3 $\frac{1}{2}$ yards of 50" material. Net weight 43 lbs. Shipping weight (corrugated pack) 68 lbs.

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R 805 C

Reversible, spring filled cushion over helical spring platform. Buttoned, comfy pad back. Width of seat 22". Depth of seat 20". Height of back 18". Overall height 31". Yardage required: 3 yards of 36" material, or, 1 $\frac{3}{4}$ yards of 50" material. Net weight 30 lbs. Shipping weight (wrapped) 35 lbs.

Arm Chair



R 806-44

Love Seat

Reversible, spring filled cushions over helical spring platform. Buttoned, comfy pad backs. Width of seat 44". Depth of seat 20". Height of back 18". Overall height 31". Yardage required: 6 yards of 36" material, or, 3 $\frac{1}{2}$ yards of 50" material. Net weight 47 lbs. Shipping weight (corrugated pack) 72 lbs.



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R 807
Curved Filler

Reversible, spring filled seat cushion over helical spring platform. Buttoned, comfy pad back. Width of seat at front 18"; at back 27". Depth of seat 20". Height of back 18". Overall height 31". Yardage required: 3 $\frac{1}{2}$ yards of 36" material, or, 2 $\frac{1}{2}$ yards of 50" material. Net weight 28 lbs. Shipping weight (wrapped) 35 lbs.



R 807 RC

Curved Right Arm Chair

This curved sectional unit is fitted with a right arm. Reversible, spring filled seat cushion. Buttoned, comfy pad back. Width of seat at front 18"; at back 27". Depth of seat 20". Height of back 18". Overall height 31". Yardage required: 3 $\frac{1}{2}$ yards of 36" material, or, 2 $\frac{1}{2}$ yards of 50" material. Net weight 38 lbs. Shipping weight 45 lbs.





R 808 G

Solid, northern hardwood top and shelf. Top measures 32" x 32". Shelf is 30" square. Height 22". Net weight 37 lbs. Shipping weight (wrapped) 44 lbs.

Corner Table



R 808

Reversible, spring filled seat cushion over helical spring platform. Buttoned and reversible, spring filled back cushion. Width of seat 21". Depth of seat 20". Height of back 21". Overall height 34". Overall depth 33". Yardage required: 3 1/4 yards of 36" material, or, 2 yards of 50" material. Net weight 29 lbs. Shipping weight (wrapped) 35 lbs.

Single Filler

**R 808 LC
Left Arm Chair**
Reversible, spring filled seat and back cushions over helical spring platform. Width of seat 21". Depth of seat 20". Height of back 21". Overall height 34". Overall depth 33". Yardage required: 3 1/4 yards of 36" material, or, 2 yards of 50" material. Net weight 32 lbs. Shipping weight (wrapped) 38 lbs.

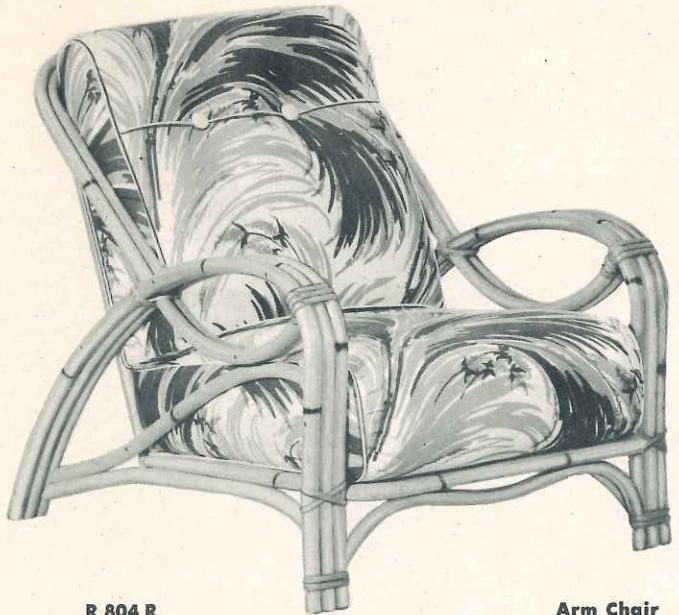


R 808 RC

Right Arm Chair

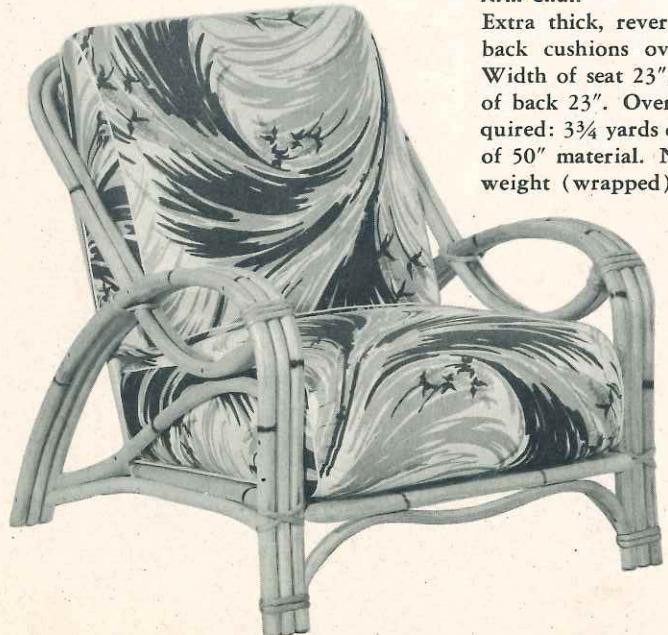
Reversible, spring filled seat and back cushions over helical spring platform. Width of seat 21". Depth of seat 20". Height of back 21". Overall height 34". Overall depth 33". Yardage required: 3 1/4 yards of 36" material, or, 2 yards of 50" material. Net weight 32 lbs. Shipping weight (wrapped) 38 lbs.





R 804 R

Extra thick, reversible, spring filled seat cushion over helical spring platform. Buttoned and reversible, extra thick, spring filled back cushion. Width of seat 23". Depth of seat 22". Height of back 25". Overall height 36". Yardage required: 3 $\frac{3}{4}$ yards of 36" material, or, 2 $\frac{3}{4}$ yards of 50" material. Net weight 50 lbs. Shipping weight (wrapped) 57 lbs.



R 804 C

Arm Chair

Extra thick, reversible, spring filled seat and back cushions over helical spring platform. Width of seat 23". Depth of seat 22". Height of back 23". Overall height 35". Yardage required: 3 $\frac{3}{4}$ yards of 36" material, or, 2 $\frac{3}{4}$ yards of 50" material. Net weight 49 lbs. Shipping weight (wrapped) 56 lbs.



R 804-69
Davenport
Extra thick, reversible, spring filled seat and back cushions over helical spring platform. Width of seat 69". Depth of seat 22". Height of back 23". Overall height 35". Yardage required: 11 yards of 36" material, or, 8 $\frac{1}{4}$ yards of 50" material. Net weight 124 lbs. Shipping weight (corrugated pack) 160 lbs.



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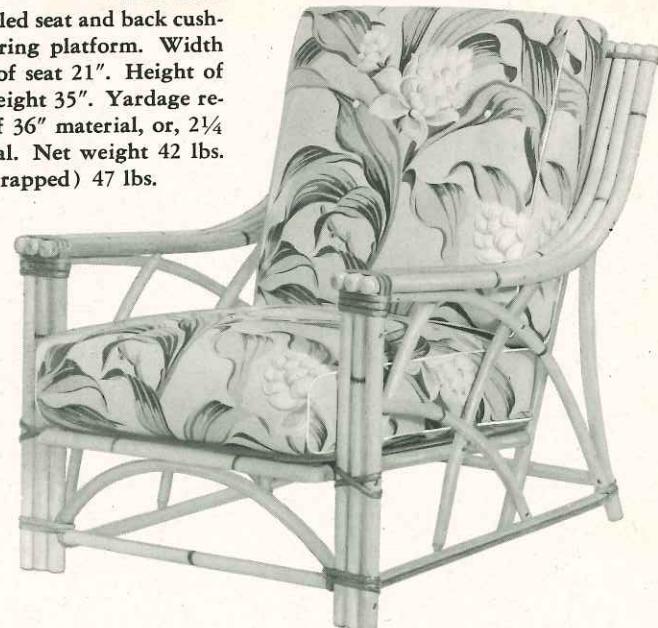




R 803 C

Arm Chair

Reversible, spring filled seat and back cushions over helical spring platform. Width of seat 22". Depth of seat 21". Height of back 22". Overall height 35". Yardage required: 3½ yards of 36" material, or, 2¼ yards of 50" material. Net weight 42 lbs. Shipping weight (wrapped) 47 lbs.



R 803-66

Davenport

Reversible, spring filled seat cushions over helical spring platform. Buttoned and reversible spring filled back cushions. Width of seat 66". Depth of seat 21". Height of back 22". Overall height 35". Yardage required: 9¾ yards of 36" material, or, 6¼ yards of 50" material. Net weight 98 lbs. Shipping weight (corrugated pack) 130 lbs.



R 803 R

Wing Chair

Reversible, spring filled seat and back cushions over helical spring platform. Width of seat 22". Depth of seat 21". Height of back 22". Overall height 35". Yardage required: 3¾ yards of 36" material, or, 2¾ yards of 50" material. Net weight 42 lbs. Shipping weight (wrapped) 48 lbs.

R 802 R
Wing Chair

Reversible, spring filled seat and back cushions over helical spring platform. Width of seat $21\frac{1}{2}$ ". Depth of seat 20". Height of back 21". Overall height 34". Yardage required: 3 $\frac{1}{4}$ yards of 36" material, or, 2 yards of 50" material. Net weight 37 lbs. Shipping weight (wrapped) 42 lbs.



R 802 C
Reversible, spring filled seat and back cushions over helical spring platform. Width of seat $21\frac{1}{2}$ ". Depth of seat 20". Height of back 21". Overall height 34". Yardage required: 3 $\frac{1}{4}$ yards of 36" material, or, 2 yards of 50" material. Net weight 35 lbs. Shipping weight (wrapped) 40 lbs.



R 802-63
Davenport

Reversible, spring filled cushions over helical spring platform. Buttoned and reversible, spring filled back cushions. Width of seat 63". Depth of seat 20". Height of back 21". Overall height 34". Yardage required: 10 yards of 36" material, or, 5 $\frac{3}{4}$ yards of 50" material. Net weight 83 lbs. Shipping weight (corrugated pack) 114 lbs.





R 801-63

Davenport
Reversible, spring filled seat and back cushions over helical spring platform. Width of seat 63". Depth of seat 20". Height of back 20". Overall height 33". Yardage required: 10 yards of 36" material, or, 5½ yards of 50" material. Net weight 75 lbs. Shipping weight (corrugated pack) 105 lbs.



*Hayward-Wakefield
1948*

R 801 C

Arm Chair

Reversible, spring filled seat and back cushions over helical spring platform. Width of seat 21½". Depth of seat 20". Height of back 20". Overall height 33". Yardage required: 3½ yards of 36" material, or, 2 yards of 50" material. Net weight 30 lbs. Shipping weight (wrapped) 35 lbs.

R 812 C

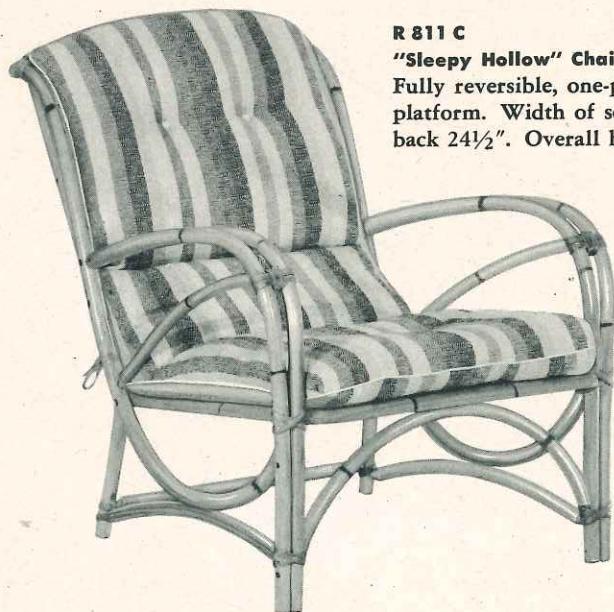
Arm Chair

This pull-up chair has a reversible, spring filled seat cushion over a helical spring platform. The buttoned, comfy pad back is reversible. Width of seat 20". Depth of seat 19". Height of back 19". Overall height 33". Yardage required: 2¾ yards of 36" material, or, 2 yards of 50" material. Net weight 26 lbs. Shipping weight (wrapped) 31 lbs.

R 814 C

Tub Chair

Reversible, spring filled seat cushion over helical spring platform. Buttoned, comfy pad back cushion. Width of seat 18". Depth of seat 20". Height of back 16". Overall height 28". Yardage required: 4¼ yards of 36" material, or, 3 yards of 50" material. Net weight 25 lbs. Shipping weight (wrapped) 30 lbs.



R 811 C

"Sleepy Hollow" Chair

Fully reversible, one-piece comfy pad cushion. Helical spring platform. Width of seat 21½". Depth of seat 18". Height of back 24½". Overall height 35". Yardage required: 3¼ yards of 36" material, or, 2 yards of 50" material. Net weight 22 lbs. Shipping weight 31 lbs.



R 815 C

Barrel Wing Chair

Reversible, spring filled seat cushion over helical spring platform. Buttoned and shaped, comfy back cushion. Width of seat 21". Depth of seat 21". Height of back 22". Overall height 36". Yardage required: 4 yards of 36" material, or, 2¾ yards of 50" material. Net weight 32 lbs. Shipping weight (wrapped) 38 lbs.



R 809 LR

Leg Rest

Non-reversible, upholstered cushion with No-Sag spring construction. Width of cushion 22". Depth of cushion 16". Overall height 14". Yardage required: 1½ yards of 36" material, or, 1 yard of 50" material. Net weight 14 lbs. Shipping weight (wrapped) 17 lbs.

The R 819 J, Chaise Longue (shown in the group photo below) has a fully reversible, one-piece comfy pad cushion. Helical spring platform. Enamelled disc wheels with treaded rubber tires. Width of seat 22". Depth of seat 46". Height of back 24". Overall height 33". Overall length 63". Yardage required: 5 yards of 36" material, or, 2¾ yards of 50" material. Net weight (corrugated pack) 65 lbs.





R 825 G **Game Table**

Solid, northern hardwood top. Top measures 30" square. Height 29". Net weight 28 lbs. Shipping weight (wrapped) 38 lbs.



R 824 G

Dining Table
This dining table has a solid, hard-wood top that measures 42" x 30". It is 29" high. Net weight 35 lbs. Shipping weight (wrapped) 46 lbs.



R 823 G

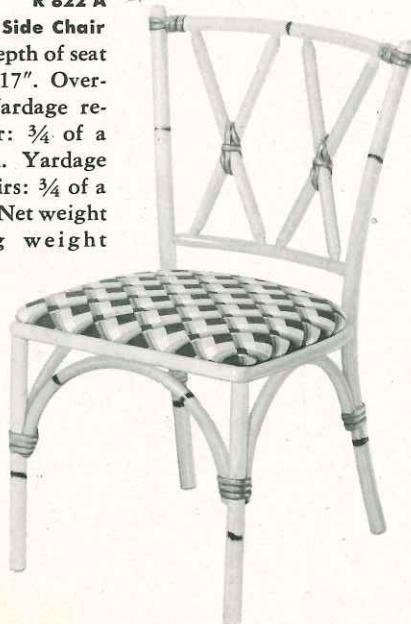
Console Table
Solid, northern hardwood top measures 30" long by 20" deep. Height 29". Net weight 20 lbs. Shipping weight (wrapped) 28 lbs.

These 3 tables are all the same height and depth. Used individually they serve as game, luncheon, and console tables; butted against each other they accommodate a large gathering for seated or buffet service.



R 822 C

Arm Chair
Width of seat 18". Depth of seat 16". Height of back 18". Overall height 34". Yardage required for one chair: $\frac{3}{4}$ of a yard of 36" material. Yardage required for two chairs: $\frac{3}{4}$ of a yard of 50" material. Net weight 14 lbs. Shipping weight (wrapped) 22 lbs.



R 822 A
Side Chair

Width of seat 17". Depth of seat 15". Height of back 17". Overall height 32 $\frac{1}{2}$ ". Yardage required for one chair: $\frac{3}{4}$ of a yard of 36" material. Yardage required for two chairs: $\frac{3}{4}$ of a yard of 50" material. Net weight 10 lbs. Shipping weight (wrapped) 16 lbs.





R 817 G

Two-Tier End Table

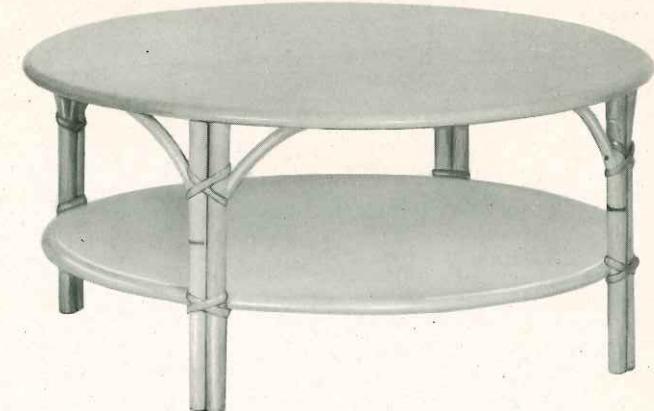
Solid, northern hardwood top and shelves. Tier-top measures 15 1/2" x 14". Middle shelf measures 28" x 14". Bottom shelf is 27" x 13". Table stands 22" high. Net weight 22 lbs. Shipping weight (wrapped) 27 lbs.



R 829 G

Round Cocktail Table

Solid, northern hardwood top and shelf. Top is 36" in diameter. Shelf is 34" in diameter. The cocktail or coffee table stands 17" high. Net weight 45 lbs. Shipping weight (wrapped) 50 lbs.



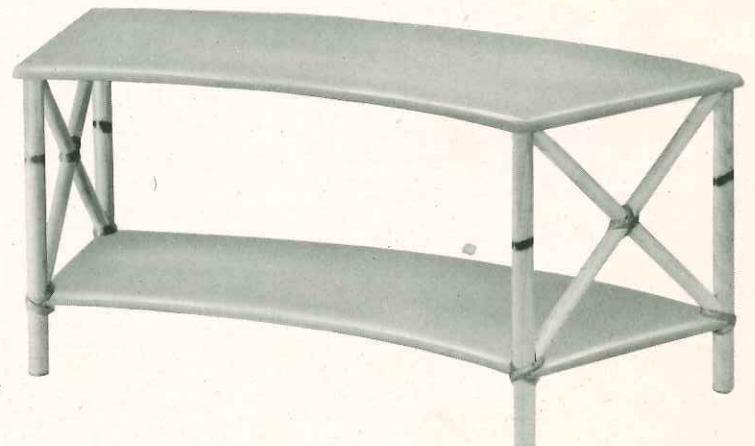
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R 827 G

Two-Tier Cocktail Table

Both shelves are made of solid, northern hardwood. Top measures 32" x 18". Shelf is 36" x 16 1/2". Height 17". Net weight 26 lbs. Shipping weight (wrapped) 33 lbs.



R 830 G

Curved Cocktail Table

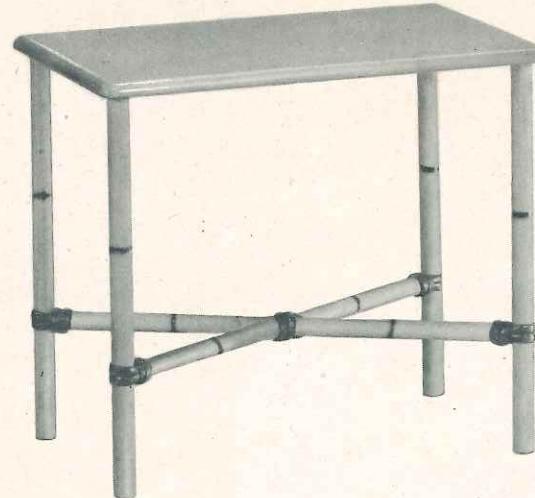
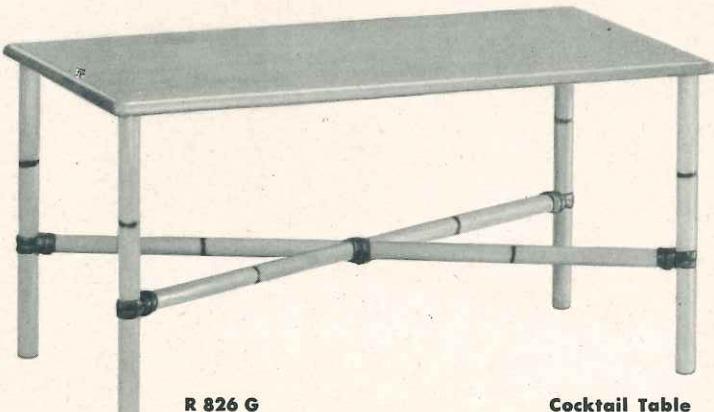
The curved top and shelf are made of solid, northern hardwood. The top measures 41" x 16 1/2". The shelf is 39" x 15". This Hunt-type cocktail or coffee table stands 17" high. Net weight 25 lbs. Shipping weight (wrapped) 33 lbs.



R 826 G

Solid, northern hardwood top. Top is 34" long and 18" deep. This cocktail or coffee table stands 17" high. Net weight 15 lbs. Shipping weight (wrapped) 23 lbs.

Cocktail Table



R 816 G

End Table

The solid, northern hardwood top measures 24" long by 15" deep. The table stands 21" high. Net weight 10 lbs. Shipping weight (wrapped) 16 lbs.



R 818 G

Lamp Table

Solid, northern hardwood top and shelf. Top measures 21" x 21". Shelf is 19" x 19". This lamp table stands 26½" high. Net weight 18 lbs. Shipping weight (wrapped) 22 lbs.



R 828 G

Square Cocktail Table

Solid, northern hardwood top. Top measures 30" square. This cocktail or coffee table is 17" high. Net weight 21 lbs. Shipping weight (wrapped) 32 lbs.

PLANNED SELLING AIDS FOR YOUR SELLING PROGRAM

Here, in a single package, is a complete, *carefully planned* group of selling aids to help you take full advantage of Ashcraft furniture not only for Spring but for steady, year-round selling.

It includes special tie-in material — displays, newspaper advertisements, and radio commercials to link your store with Ashcraft advertising in National magazines.

There are suggestions for your own display department that feature the all-round usefulness of Ashcraft. There are copy suggestions, selling sentences, and practical, understandable "quality feature" information that can be used by both your sales force and your advertising people.

And all this material is prepared for the retail merchant's use—by a top-flight retail furniture artist, and writers with a background of practical retail advertising experience.

All material is available to you without charge either through your Heywood-Wakefield representative or on request from our Gardner office.

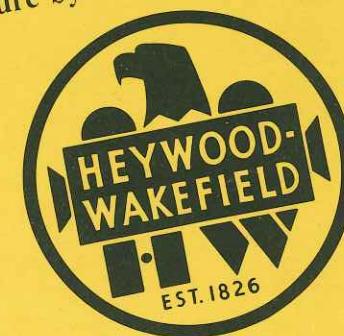
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HOW TO BUILD SALES
AND MAINTAIN TRAFFIC

WITH

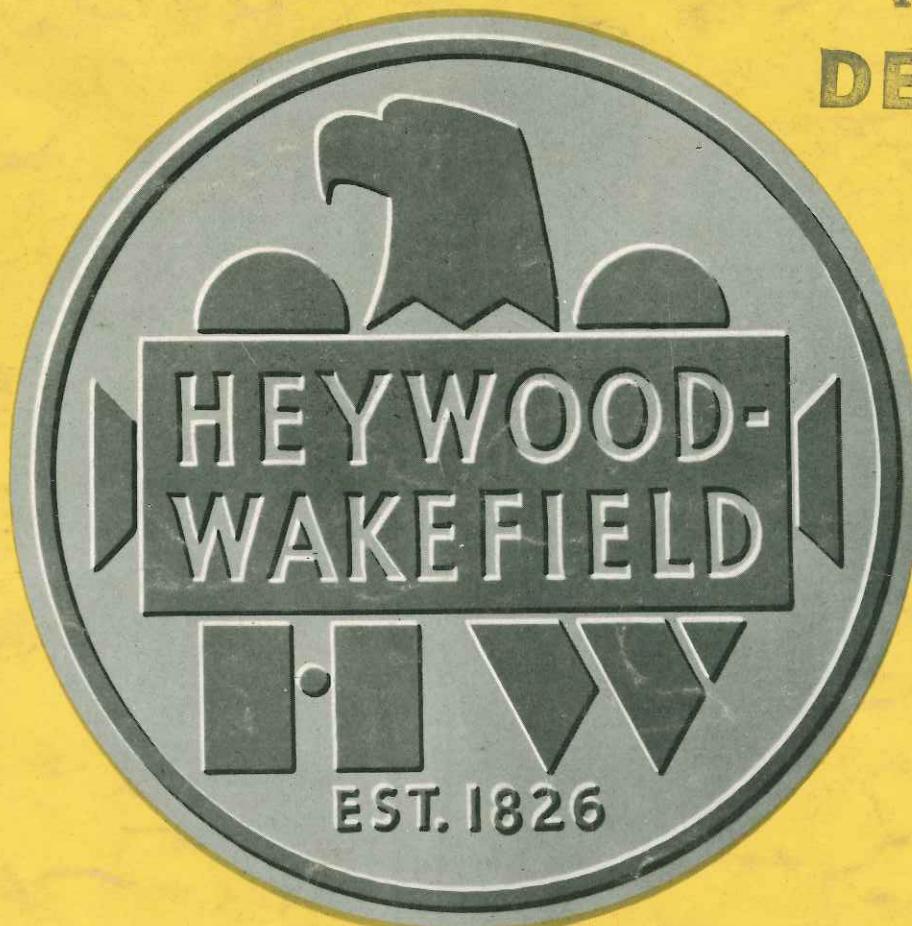
Ashcraft

the "Year 'round" furniture by



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GARDNER, MASS.

Makers of

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